in completing the earlier programme, topicality of the new programme, expertise of the said producer in that given field and capacity to undertake mutiple programmes simultaneously.

(c) and (d) Under the commissioned scheme, Doordarshan makes the following advance payments at different stages of production:—

1. 10% on signing of agreement;
2. 30% on approval of script;
3. 30% on approval of rough cut;
4. 20% on approval of final programme.
5. 10% on completion of contractual obligations i.e. submission of materials etc.

There are 11 producers from whom an amount of Rs. 50.70 lakhs is outstanding. Sustained efforts are made by Doordarshan to get the programmes completed.

(e) No. Sir.

(f) Does not arise.

(g) For close monitoring of the developments and timely completion of production, computerisation of records has been introduced.

Introduction of "VIVIDH BHARATI" from local stations of AIR

2790. SHRI SUSHILKUMAR SAMBHAJIRAO SHINDE:
SHRI RAJNI RANJAN SAHU:
SHRIMATI VEENA VERMA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is any proposal for introduction of "Vividh Bharati" from different local stations of All India Radio like that at Solapur, Jabalpur, Bilaspur (Madhya Pradesh):

(b) if so, the details of the scheme, if any contemplated to be operated under Eighth Five Year plan and whether these local stations are included therein, if so, at what stage; and

(c) what are the criteria for introduction of "Vividh Bharati" programmes from different AIR Stations; whether industrial development of the areas is taken into account in this regard and how far Solapur, Jabalpur and Bilaspur stand to satisfy this conditions?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) and (b) Vividh Bharati service is planned to be introduced from All India Radio, Jabalpur during the 8th Plan period.

(c) The main criteria are:—

(i) density of population and concomitant size of listenership, and,

(ii) market potential. Owing to resource constraints, such a service is presently planned to be introduced only in Jabalpur.

Sale of Doordarshan Programmes

2793. SHRI SURESH KALMADI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Information and Broadcasting Ministry has drawn up a plan seeking direct involvement of private marketing and advertising firms in the selling of Doordarshan programmes; and

(b) if so, what are the details of the plan?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) and (b) The matter is under consideration.

TV Serials and Documentaries by Private Producers

2794. SHRI IQBAL SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the number of T.V. serials and documentaries submitted by private producers from the year 1993 till 30th June, 1994;

(b) whether any high powered committee has been constituted by Government at various Doordarshan Kendras and All India Radio Stations to scrutinise the serials before telecasting;

(c) what criteria is being adopted for telecasting serials on electronic media;

(d) the number of serials that have been approved or rejected by the aforesaid committee; and

(e) the actual number of T.V. serials/ documentaries screened by the Doordarshan Kendras during the aforesaid period?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) and (d) 650 proposals were received by the Central Commissioning unit in the Directorate General Doordarshan out of which 102 proposals were approved during this period. Information relating to other Doordarshan Kendras is being collected and will be laid on the Table of the House.

(b) Doordarshan only has a Costing Committee at the Directorate General and various Doordarshan Kendras to decide proposals for commissioned programmes.

(c) The following broad criteria is adopted for selection of TV serials and documentatries under Doordarshan's Commissioned Programme Scheme:—

(i) Relevance of the story, theme or subject to the needs of Doordarshan;
(ii) Treatment of the subject/ storyline;
(iii) Conformity to the telecast code;
(iv) Track records of the Director, Executive Producer, writer, crew etc.

(e) Out of the programmes commissioned by the Central Commissioning Unit, 39 were telecast on the National Network during the period. Information in respect of the other Doordarshan Kendras is being collected and will be laid on the Table of the Sabha.

Money earned from Advertisements

2795. SHRI IQBAL SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of money earned through advertisements during the year 1993-94;

(b) whether the target fixed during this period has been achieved;

(c) if so, the details thereof and if not, the reasons therefor;

(d) whether any target for the year 1994-95 has been fixed by Government in this regard; and

(e) if so, what efforts are being taken by Government to achieve the aforesaid target?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) Rs. 372.98 crores.

(b) and (c) There was a marginal shortfall for which no specific reason can be pin pointed.

(d) Yes, Sir.

(e) Doordarshan continues to strive to enhance the quality of its programmes in order to retain the interest of its viewers and maintain the upward trend in respect of its commercial revenue.

Amount Paid to DAVP for Publication of Advertisements

2796. SHRI MOHAMED AFZAL alias MEEM AFZAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state the details of the amount paid by Ministries or their Departments to DAVP for publication of advertisements during the period 1993-94?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND